

New Lake Tahoe License Plates Design

New Information

The California Tahoe Conservancy (CTC) created a new design for the Lake Tahoe License Plates. The original design will not be available after July 20, 2010. On August 23, 2010, the department will begin issuing the newly designed plates.

Procedures

If a customer applies for Lake Tahoe License Plates after July 20, 2010:

- Explain to the customer that there is a new design for the Lake Tahoe License Plates and their plate order will not be processed until August 23, 2010.
- Submit the Special Interest License Plate Application (REG 17) and payment with the paperwork being submitted.

After July 20, 2010, customers applying for Lake Tahoe License Plates to replace a lost, stolen, or damaged plate will receive the newly designed plates.

Customers with the original Lake Tahoe License Plates design may exchange their old design plates for the new design plates after July 20, 2010, by paying the following fees:

- Sequential plates: Substitute (\$35)
- Personalized plates: Duplicate (\$65)

Background

California Vehicle Code §5075 allows CTC to participate in the Special Interest License Plate program.

Distribution

Notification that this memo is available online, at **www.dmv.ca.gov** under Publications was made via California DMVs Automated E-mail Alert System in June 2010.

Contact

Call the DMV Customer Communications Section, at (916) 657-6560 for further clarification of this memo. Upon request, this document can be produced in Braille or large print.

A handwritten signature in blue ink, appearing to read "J Shiimoto". The signature is stylized with a large loop at the beginning and a cursive script for the rest of the name.

JEAN SHIOMOTO, Deputy Director
Communication Programs Division

Attachment

